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And Is Taken Into Custody



 spienia 66
wiearin
monocle but









Italy Allocat









Severity of China's Quake Los's Seems Verified by New Reports


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## ficiaatin at ficist alt ithetern hat westroyed.

In the U.N. Today
Aug. $\mathrm{HI}_{1} 1976$
GENERAL ASSEMBLY


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Tichets may be obtained at
the pebbic desh moin mobby,
United Notions to



## who＇d believe it．．． －who could match it！

## the ultimate in luxury．．． pure r <br> dresses， pant outfits \＆long gowns 44

 $\%$at prices we don＇t think you＇ll match anywhere！
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thing from shirt dresses，tunic and skirts，empire gowns，long skirts thing from shirt dresses，tunic and skirts，empire gowns，long skirts and shits．．．many more！The quality and fine workmanship appar ent in every stitch－and rare at any price！Many styles even lined in pure silk．Choose from a breathtaking array af priths and
Not every style in every size or calor．Sizes 6 －14 in the group．

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Rioters Attack British Troops in Belfast








Soviet Jews From Here Urge U．S．to Admit Kin WAShingTan．Aug． 10
（AP）－Fifty Soviet Jews from New York gathered at the Capitol today to urge the
Govennment to admit Government to admit
tives living in Itraly． Nows are stranded outside Jews are stranded outside
Rome，IVing in squalor with－
out medical or fioancial aid out medical or fioancial aid，
according to Zindel Zelmano－ accordaing to Zindel Zelmano
vitch，spokesman for the Ad
Hoc Committee for Reurifica－ too of Russian Families
＂Many of these refug
＂ ＂Many of these refugees
have close relatives in the have close relatives in
United States，${ }^{\text {he added }}$
Marvin Schick a politita Marvin Schick a political
scientist helping their cuuse， explaioed that the Immigra－
tion and Naturaization Serr－
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ice had denied their request
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ion The Atorney General is
being asked to waive the im－ being asked to waike the im－
migration restrictionss similar
exceptions have beeo made exceptions have beeo mad
for Verienamese and cuba
refuges，Mr．Schick said．


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 council programs in treview
with the U．S．Aides Still Lack Access To Priest Held in Argentifia $\left\lvert\, \begin{gathered}\text { WASHINGTON，Aug．} 10 \text {（Reu－} \\ \text { ters）－The State Deparment } \\ \text { said }\end{gathered}\right.$ States Embassy in Argotina
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 Frederick N．Brown，siaid the
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43 years old who comes from
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A complete selection of Sotimer groudd，Lis：
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THE NEW YORK TIMES. WEDNESDAX, AUGUST H:Ig76


 Continued From Page I, CoI ${ }_{2}$; Vorster of Sourh tfrica as the tlement is possibie w, ikey to settlements in Rhodesia Contimued From Page 1, col 2 had no optioni but to strike at talks wimh Bitian to re



















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The other The other is that both Britain
and MM. Kissinger continue oto
regard Prime Moister John

## What's the difference

 between their ${ }^{\text {s }} 350$ chair and our ' 200 chair? About 2 miles.Your wife will travel all the way to the Bronx to
 Street and 10th Avenue to save $\$ 150$ on a cbair? And if you can save that much on a single chair,
just think how much jou can save on a whole just think how much you can save on a whole
office full of furniture! The nice part is no one need ever know. Because our $\$ 200$ chair is Chair
Just
identical to their $\$ 350$ chair. The same frame,
the same construction, the same fabric. What's the saife construction, the same fal
the differece? Just 40 city blocks. So , bop in a cab and come on down. Weqly even
refund your cab fare. We know that once refund your caa fare. we know that once
you've seen our downtown values, you'll never pay üptown prices again. Desks, Cabinets \& Files: Dust

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|  | 42*x42 white plastic top table |  |  |
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|  | 4 tier black hatera files |  |  |
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|  | 844 Hall romed conference des |  | 395 |


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## $=$ <br> sloane's mid-summer

sale
(fPyindse

ou know what they say, "as the twig is bent." That's why we're pleased to announce that starting today, the prettiest little branch on your family tree can begin to enjoy (and understand) fine fashion.

It's not a moment too soon for her to appreciate the pleasure of a perfect cut,' the. charm of a chic color combination, the fun of putting together smart sportswear pieces to suit herself.

Our new collection-forchildren from the Anne Klein Studio is designed to put her on the path to good taste in clothes. It's a kind of primer that could help her all her life.

So we've planned a special little show for your little girl. Well have informal modeling today from 12:30 till 2 in our Girls' Shop on two. And more: there'll be a children's fashion expert from Anne Klein on hand to chat with you and to make suggestions for young wardrobes.
To give you an idea of what youll see, we've sketched some of our favorites from the group. Everything here comes in fall's top colors: raisin, camel and cream.


Discord Holds Up Dream Of a Unified North Africa


The takeover of the western Saharra by Moroceco and
Mauritania has compromised the idea of unity im the Mauritania has conpreb (the area in white.)
Mane

By heini givigr




 Maritania. Surveying the Three Admit Plot






 THEY'RE JACKETS
They're knit of $100 \%$ pure wool, with contrast ribibing for accent. Here, a dashing double-breasted
pea jacket with horizontal ribbing down the front.
Off-white, camel color or navy. By Marisa Christina.
S, m, 1.40 .00. S,m,1. 40.00 . floor,Fifth Avenue (212) MU9-7000 and branches.







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 Fence Touches a Nerve With West Bank Arabs


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ADVERISEMENT counts for 60 percent on onation-
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last year autborized a 3 percent a year outright increase with
up to 7 percent more to ocver
inflation, for a possible total


## FLORIDA MOBILE HOME

 SEE PAGE 26
( 1
The New Yorl Times

| Bath Scales Upholstered in vivid floral or solid color vinyl. Pounds and kilos. Aeg. S9.9s |
| :---: |
| Kitchen Scales 6 ll . spoing scie. Grams, pounds. Many colois. Reg. S9.95 \$6 ${ }^{63}$ |
| Oval Tray <br> $18^{\circ \prime}$ stainless steel sarving platter with wood handle Rej. $\$ 7.95^{\circ}$ $\$ 529$ |
| Colorful, strongl For kids toys, hundrads of adult uses! $\underset{\substack{\text { Res. } \\ \$ 6.95}}{ }$ <br> $\$ 463$ |
|  |
| Preporinted iabs <br> Lucite <br> Recipe <br> Holder <br> Holds $3 \times 5$ cards, angles one in use for easy vieving. <br> Reg. $\$ 4.63$ |

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 THMRDNIE STOMF anir 1/30f1 entire stock GOURMETWARE AND FINE GHTS AT FANTASICC SAVNGS! LAST 10 DAFS:
This is a once-in-a-lifetime chiance to buy up. kitchen and housewates for yourself:and stock up on gift items for the future.
We've taken a whopping one-third of We've taken a whopping one-third off. Nordiska's isual lower:than-retail prices -
and it all adds up to sensational savings for you. Quantities are:limited on some items so hurry - it's on a f first-come,
first-served basis.



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## News will be set 6 columns-to the page advertising 9 columns-to-the-page

[^0] Every-fiday in ©henew Hork eimes


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## Buying aticket toWashington or Boston is so easy,you can do it sitting down.


m ze 1. Col 3 votes into votes on the nomi- ficient grovind in gain suf- This is an emolional buil ouy the Rea- vatesing rint volles on the nomis.
 zobaum the Presidency. He said in an in
tatepublican teanvies today that he was



The Ford camp apparen:ly y. The New/Reagan will tie his fate directly
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 annointed ith lire neted to approve it tomortove 3n on Setor But both of those committees,
he said. Fe are overwhelmingly pro-Ford,
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 miding lo be today that it was in "horrible" otes, a hidy about abortion and only the camp klibes gur conirol They aloo de st, a verrige parts of President Ford's most
 :an woult vaye they are one hand, they said,
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bookcase units fast? Call dsmth Express
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GAREYFILESOVER
APFECTED SITES Many Homes and Concerris
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## Advice on Filing Claims On Hurricane Damage

by frances cerra

## If furiane Eale did pot menely yhisist by hat left 2     



















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Whistling Wing
A Song of Love
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Byrne Terms Damages In New Jersey Limited


## Grits: Moving North to Appear on Some Very Chic Mews

 scrousmess when a Southernuer won the Democratic Presidentian nommination, are no joke, despite an unfortunate name ncidentaty, is not the lacklurter in.
vention of a dim-witted backwoodsman stems, rather, a acordding to scholarily ryt meaning a Mran and froin the Oold gilthougryt grits are thought of mostly a Deep Sourth breakfast of mpocietly,
hey are sold in supermarkets nationvide, even in chlic oumporsts nike tike
Hamptons where it costs 61 cents for thaptons where it costs 611 cocats fer for


Pierre Franey's Grits and Cheese Soufflé 1 cup quick-cooking or regu- heat the oven to 425 degrees lar grits
2 cups
2 cuilk
cupater


14 teaspoon groted nutmeg
Leaspoon gruted nutmeg
Tabaspo sauce
or according to toste
$\%$ pound grated shartp ched-
dar cheese, about one and
three-quarters cups
three-quarters cups
large eggs, separated 1. Generousty butter $a$ two in the freezer until ready ${ }_{2}$ 2use cook the grits in the
milk and water according to package directions according to to taste.
3. As the grits coak, pre.
 Fried Grits
(Adapted from "Christ Church Cook Book," published by cups water 2. Remove from the heet 2 cups water mill Salt to taste cup regula ing grits
eugs fine, fresh breadcrumbs tablespoons or more buitter 1. Combine the water and
wo cups of milk with salt in a saps of milk with salt
add the grits, stirring of often add the grits, stirining often package directions for the on both until golden brown package directions for the on both sides, turning once
Yield: $S$ servings. 2nd beat in two eggs ighty
beaten pour the mitur beaten Pour the mixtaire into
an eighto an eight-inch square pan. Chill untill firm
3. Cut the mi 3. Cut the mixture into one-
and-one-halt-inch squares. 4. Beat the remaining egg and dip each square ingo the
egg. Coat with the bread crumbs.
5. Heat the butter in skillet and cook the grits




Baked Grits
Adapted from "Jachson Cooobboo,," compited by Sym-
phory League, Jactisor, cup regular or quick- wlar grits require 25 to 30 cooking grits Quak- ular gnits require 25 to 30
minutes of slow cooking 18 pound grated sharp cheess The average time for quick-
8 tablespoons suter 3 eges, wetl butter. cooking grits is tirree to five 3 eggs, well beater $1 / 3$ cup $_{\text {mik. }}{ }^{\text {plus }} 1$ tablespoon cooking grits is inree to five

3. Stir in the chesse, buter. Stirs and me cheese, butinto a buttered baking dish. | ees. |
| :--- | 2. Cook the grits according until set.







have you Participated yet?

# Shopping At A\&P! 

Fresh Brisket 99 c iole Top Round med Boneless Bet
322 Ibs. Average 139 ght 0' Clock曷, time 169 yonsiozicup
eres Yogurt $3.89^{c}$ ising ics $99^{\circ}$ ang Cheese ${ }^{100} 59^{\circ}$
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## 504

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 Chicken Breasts m. $89^{\circ}$ smoked Picnics in 99
 Veal for Scallopini , mman FROZEN PARTY PACK - 28-0Z PKG. Weaver chicken

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recular or diet Super Cola -

Pork Chops
Chicken Parts
 Balcathtam BLACK DLAMOMD REAND
 Tuna Sillad me Luncheon L®af pam $99^{\circ}$ Sin Dery Frut Dinhes \%ractrow $5 \approx 100$ Anef
 anuot compan


## Auto insurance premiuras mum of 55,000 to $\$ 200$ ．Con－

 for many New Yorkers are sumer advocates had referredsoubling this year，but there
to it as the＂A \＆$P$ bill＂ doubling this year，but there
are it as the＂A \＆\＆$P$ bill，＂
are to cut your premi－because last year that super－
um if you are willing to take market cinain was fined um if you are willing to
some reasonable risks． －According to experienced agents and officials of the New Yoriz State Insurance for a reduction of the fine department，you can save
substantially on your premi－ um if you are willing to ei－ coverage altogether to to take coverage provides for im － mediate paymeot of any damages to your car，regard less of who is at fault．
Conversely，these persoo advise against cutting your liability coverage．They say will be minor，but that the bodily injury liabiity recucio age substantially may be in ciability coverage protects
 a serious accident，you might end $u p$ paying for the dam
ages out of your own pocket

Suggestions Made In evaluating whether you
should drop your colision coverage two factors should
be oonsidered：
First，how much is the car First how much is the car
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caused your insurance com－
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premium．Keep in mind that remium．Keep in mindins that
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cost of total replacement？ ou cao replace the car for 700．for erampe the car for
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ering these factors．that It pays to keep your colision onsider a $\$ 250$ deductible lave to pay the you would
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of any repair blll on the car． Aisensteln，president of the New York prestident of the sloc deductible to toing from de－
suctible can save you 40 der cent of your collision premi－

## Another plame to save，he

 Another place to save，he covers damare tom your carfrom fire and vandalism
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York，N． Y ． 10047 ． Carey Vetoes Bills Consumists Opposed Governor Carey has vetoed
two bills that consumer ad
vocates in the state have was a bil that would have TRESS，LAKES，GREEN GRASS．
reduced the criminal fines for
THE FRRESH AIR FUND





KEY FOOD ${ }^{\circ}$
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Fillet Steaks $\$ 129$



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## Fresh Quartered Parts



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GODENKEY Margarin BREAKSTONE Cottage Cheese

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 Granberry Cocktai

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& \text { Ketchup }
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KEY Quality，itio DishDeterg49 ${ }^{\text {c }}$


MrRA Vegetable




## Good things are cooking in The New York Times onSundays，too．

There are lots more temptingrecipestotry in The New York Times Magazine．
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## Announcing

 Yardarm Beach IITe secona-and Sasi-phasse of the Consoniniaum Resort
 Less shan one year, thie onthre frrst phase of uhis
plex has been nearry sold oiut Now, we are opening scond--and lisit-phat many belivene we
 more time to spend on-the broas, 600 -oot wide
 re, listening to tha sound of the surf and tha cry nt a, sesesin anyer
parkling bay. is condominium. was designed to blend with the
and d diting cloud. Yet, benaetht the antural tex-
mood is a core of rock-solid concrete and ueal d more incentive? Then, consider the tax acvan-
and the sevings. For intal more than tha price of n's rentah you can own your yoar-round place se II Available for Summer, 1977 Occupancy Avaiable for Immediate Occupaney
 from $\$ 51,500$ to $\$ 78,500$. Dune Road, Westhampton Beach 3ns. LI. Expressway (49SS to Wm. Fioyd Parkway 83, South to Rte 27, then East to Westhampto
nty. Rd. $=3$ 31). South over Jessup Lana Brdge to


Top 'Golden Fleece'

| Senator William Prommire, who announces "nolden fleece" awards for what he considers waste of taxpayer money, received a variation on the award rom gesteriday. On Monday the Senate voted to pay for the Wisconsin against a $\$ 6$ million libel and of his golden fleaght by one of his golden fleece winners. Senator Proxmire voted against the measure, but so did senator Goldwater. Yescerday the Arizona Repubimired Senator Proxmire's awards, but believed thet, When it came to "soaking pay his legal expenses, he and his "the golden fleece of all golden fleeces:" West Germany's 1966-69 | time favorite, wife of the moved to Europe and began writing her memoirs after his 1965 downfall. Yesterclay she in Kompas, a Jakarta daily, which poted that the 35-yearold Mrs. Sukarno had appara career. The article was an ntervew with Rudolf Nureyev in Paris. <br> Goveraor Carey aonounced the appointment yesterday of director for the Vera Institute of Justice here, to the state day previously was a caseworker for the city for seven years and a prohation officer for five. In the $\$ 36,100$-ayear post, sbe succeeds Lonis. whn resigned. |
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 tonio Junior College, said: This week Mrs. Campbell,
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 two years older, was headim
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$:$ Pilot. Lands Biplane Safely Langiage Lessor Bill Despite an Engine Failure Adopted by Conferees


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## WINE TALK

## 780 Wines Tasted in Influential Contest

 POMONA, Calif--Last Thursday at precisely
8 A.M., four judges at the Los Angeles County Fair., fre sur judges at the Los Angeles County
dowo to toste 43 different bottles of zinfandel wine. It was the largest single
group that the four, including this witer, eocountered duriog the thrre-day judging, but it
was small compared with the total of more than was small compared with the total of more than
270 red wines. The red win
The red wine panel was one of five groups
that, by the end of the judging Thursday affer-
noon, had worked their noon, had worked their wayg trough 788 winer-
the largest number ever entered io this cootest the largest number ever entered io this cootest,
probably the most influential one held for
American wines. American wines.
The results of the judging, eagerly awaited by
the 8 wineries that submitted samples of their
work The 8 wineries that subuitted samples of their
Work-and iy all chilfornia winp fans-will
not be released uotil later this weit not be released uotil later this week. Even the
juvges do not know yet what wines they
awarded honors to. II it teally possible to judge. 43 differeot zin-
fandels-or 3 I cabernet sauvignons, or 25 inno noirs? Yes, it is, and bere is bow it is doope, at
teast at the tis Angeles Fair The other three members of the red wine panel were $\mathrm{Dr}_{\mathrm{l}}$ Bar-
narrd Rhodes. chief of staft of an Oakland,
Calit, hospital and ole Calif, hospital and a loogtime vineyard owner
and developer in the Napa Valley: Dr. Richard
Peterson peride and developer in the Napa Valey, Dr. Richard
Peterson, presid tand winemaker of Mnnterey.
Vineyards, and Narsai David a Vineyards, and Narsad David, a Berkeley restau-
rant owner and wine pecialst for many years.
Each fudge had a speparate Each judge had a separate table. Each judge
divided the 43 glasses beftre him (in the case
of the zintandes) into to divided the e 3 glasses befree him (in the case
of the zintandels) into three rows of 11 anc ane
of IO glasses. Judged on Taste
After making nntes nn each row for smell,
the judges caucused, discussed their findings
etiminated the judges caucused, discussed their findings,
etiminated the poorst wines, then went back
to their tables to do the next After working through ail 43 samples and eliminiating about a augh airt of them jumes and
bouquet and aroma, each row was judged on bouquet and aroma, each row whem jusut on
taste. This narrowed one orignal to to 15
wines, plus two judged to be in wines, plus two jugged to be late harvest
wines and actually in another category
In the Los Angeles Fair system of judging.
every wine not eliminated gets an award
Thus, in the zinfandel class, inve gold medals for for this kind of wine and now
many
california wineries are trying to pro Thus, in the zinfandel class, nive gold medals
were awarded sid silver medals and four
bronze. In all, 96 classes of wine were judged, from angelica and muscatel to wemay beau-
jolais ad, in the fruit wine dlvision such ex-
otics otics as loganberry and strawberry. The red wine panel judged these categories:
barbera, burgumdy, ruby cabernet, cabernet sauvignon, carignane (often called kerrigan by
 gamay, gamay, beaujolais, grignolino, merilot,
petite sirah, pinot noir, vino rosso (soft jugpetite srrah, pinot noir, vino rosso (soft, jug-
type wines), xinfandel and miscellaneus dry
red and misceellancous sweet red There was also a a speciscellaneous division sweet red. There was
large volume. Thise bottled in large volume. There were ony two reds
this category, burgundy and zinfandel.
Zinfandel Zinfandel was the largest category in the
 Most people who manow carbono had only one ond
have a prety good idea wifo wines well have in these categories whecause wines are en-
terey know
the only the only producers. After "The judging, the
judgen say things such as Thl bet No. 3 : was
Inglenook," or "No. 6 had to be a
 when made by experts, tumn out to be wrong. After lunch Th hafter lunch Thursday, when all tha judging
see which completed , disccussions were beld to see which wines. if ans. sbould be named the
sweepstakes winners. best in show, so to
Only two were submitted. The dessert wioe
panel offered a tawy port and. the white
wine panel offered a wine panel offered a bhenin whanc. When the
entire panel voted boob down, the red whe
groop decided to submit two encop decided to submit two possibilities, a
cabiernet savi cabernet sauvigon and a petite siriah. They.
too, were voted down and to there will be
no sweeptakes winners this yo year. no sweepstakes winners this year Last year, the two sweepstakes winners were
Freemark Abbey's 197 Sdewein, a late har-
vest johannisherg riesling and Ridge Vineyardis





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 Cosmos Rout Toros; Chinaglia Scores 5
by alex yainis



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## Giants, Jets Keen OnGameTonight

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may play close to that He possible scheduling, every
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"Our starte "Ork" starters have to get whose team did not opparger
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give some of his men men thay
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About the Giants and Jets


Yesterday's Results at Saratoga



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Today's Entries at Saratoga



Woodford C. (Woody) Stephens, at left, the trainer, and Braullo Baieiz, the jockey, as
they were inducted into racing's Hall of Fame at Saratoga Springis, N.Y
My Fair Maid, \$19, Is Victor



Miss Hunt Advances on Clay




Yonkers Results


## Chinaglia Gets 5 Goals <br> To Lead Rout of Toros


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His name was
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Tonight's Entries at Yonkers Horses litato d


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People in Sports
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## Mindless Arms Sales

The emergence of the United States as the chief arms supplier to the Third Worid，selling more weapons abroa than all other nations combined，has been attributed pri－
marily to concern over the balance of payments．But critics also have puzzled over the apparently mindless character of this program，which has seen arms sales
jump from about $\$ 1$ billion in 1970 to more than $\$ 10$ jump from about $\$ 1$ billion in 1970 to
billion in each of the past three years．
Tilion in each of the past three years．
That mindlessness has now been confirmed by a Senate subcommittee staff study of Iran＇s purchases，which the Shah evidently urged Secretary Kissinger last week to permit him to expand further in barter for oll：＂U．S．arms out of control＂Senator Humphrey，chairman of the out of control，＂Senator
President Nizon，the study shows，made the initial decision＇to let Iran bny［virtually］anything it wanted＇ in conventional arms during an overnight stopover in Tekeran in May 1972 －on his way home，ironically，from
completing the first strategic arms limitations treaty （SALT 1）in Moscow．The Senate staff found no evidence of significant Administration study in advance of the decision． Eighteen months later，the decision＇s impact was rransformed by a foifing icrese expensive advanced weapons systems．Yet as Iran＇s military orders soared neither the Nixon nor Ford Administrations ever re evaluated that spur－of－the－moment policy． Arms sales to Iran started the practice of providing
third world countries with arms so new that they were third world countries with arms so new that they were
still entering the American forces when shipments ahroad began－a far cry from the hand－me－down arms trade of
the past．Iran，for example has bought and begur to guided Phoenix missilies，a weapons system so compli－ cated that it has been handled with difficuly in the American forces．
Saudi Arahia，which has bougbt $\$ 6$ billion of American arms and has recently been outstripping Iran in arms to huy astonishing numbers of sophisticated missiles Jordan evidently is to get a $\$ 540$ million Saud－fimanced air－defense system．
A case undoubtedly can be made for some arms sales
to all these countries and others．But the amount and sophistication of the ans now shat to sophistication of the arms now being sold to borb
sldes in two Mideast amns races－that between Iran
and the Arab states bordering the Persian Golf－and and the Arab states bordering the Persian Gouf－and
that between the Arab states and Israel－is undouht edly excessive．One effect is to create a dependency on American personnel and support，especialy in Iran， American involvement．
The Senate study points out that rran will be dependent on thousands of Americans on the ground for ten years tenance and training．Iran will be unable to go to war ＂without U．S．support on a day－to－day basis：＂ The National Security Council staff evidently is now making a belated study of American policy in the Persia Gulf，including arms sales policy．The present policy
clearly creates unacceptahle risks of American military clearly creates unacceptahle risks of American military the control of Congress or future Administrations．

Amin：Africa＇s Problem The ink was harely dry on the new peace agreements ister was voicing doubts that President Idi Amin of sganda would carry them out．He has good reasons for
skepticism．The erratic General Amnin has often threstened war against Kenya，most recently wben he alleged com－ plicity that rescued bostages from a hijacked airliner In Uganda last month．
At one point，Uganda boasted that its bombers could destroy President Jomo Kenyatta＇s bome at Nakuru and
the port city of Mombasa．Earlier this year，General the port city of Mombasa．Earlier this year，General
Amin laid claim to large areas of Kenya．Nairobi charges that Ugandan police have killed bundreds of Kenyans working in that country．General Amin in recent years neighbors，possibly in an attempt to divert the attention of Ugandans from his terror tactics and from a deterio at bome．
adhere to the agreements is Uganda＇s heavy dependence on oil，gasoline，food and other critical supplies that come by road and rail from Kenya．Uganda＇s economy was grinding to a halt after Kenya recently cut down on a trade debt estimated at $\$ 55$ million
tragedy for the people directly involved and another blow at stability in an already sorely troubled part of the world．The freeing of 72 Kenyans wbo have been in＂pro tective custody tries；but they cannot be expected to solve for long the Arricans may close their eyes wben he carries out savage pogroms against his own people；but they canno ignore his periodic threats against Uganda＇s neighbors． time London has ever broken with a member of the problem that other African renrains more than ever Organization of African Unity cannot duck indefinitely

## Catch－22

Alex Wasilewshl，a policeman who has been sus－ pended from the East Hampton，L．I．，police department， is tineatien in his application that be had ever suffered from on one occasion and bad received a National Guard dis charge with medical disability．But it is also eviden
that Mr．Wasilewski would never have been hired if be had admitted any past psychiatric care．

The obstacle contronted by all The obstacle confronted by all．those who have ever
had emotional difficulties is summed up hy East Hamp－ ton Police Chief John Henry Doyle＇s statement，＂You，
can＇t let a guy go around with a gun if be＇s crazy＂ can＇t let a guy go around with a gun if be＇s crazy．＂
Needless to say there is no evidence Mr．Wasilewski is ＂crazy．＂

The case underscores the widespread prejudice and job discrimination against people who hiave had emo tional problems，even after they have overcome them． even worse－ever having consulted $a_{i}$ psychiatrist or stitution is to risk making oneself perm a mental in ployable in a wide variety of occupations by no mean confined to those that require handling of firearms． tion affects most have suffered emotional problems，but it is also fre quently practiced against individuals who have recovered om physical ilmess．The American Cancer Society，for ample，has repeatedly complained about difficulties cants．The result is that millions of Americans have deny that they have been victums penoalized or physical illness in order to avoid being penalized for providing all the facts about past bealth
records．And by misstating facts，they risk discharge on
the ground of falsification－a classic case of Catch－22
A fair solution calls for simple logic：An individual
nould be bired on the basis of capacity to do the re－ should be bired on the basis of capacity to do the re－
quired joh，taking into consideration the applicant＇s quired joh，taking phyical condition．Any other policy raises the question for millions of Ammile．
recovery from illness is really worthwhile．

Stealing from Children
Disclosures of illegal real estate deals in the city＇s for－profit operation of social－service programs．The availability of substantial public funds for such purposes creates an inordinate temptation for unscrupulous opera fors to inflate costs．and to sipbon off subsiaies intend Even in their sill incon
inquiries suggest a picture plete stage，the presen familiar in the earlier nursing bome scandals．Sharp rea estate operators appear to have managed to turn long term day－care leases．with their guaranteed operating ncome，into windfall profits．Win virually no initial city，while covering the cost of required improvements with public subsidies．
It is bardly surprising that links bave already been
unearthed between some of the original mursing－bome unearthed between some of the original mursing－bome profiteers and the exploiters of the day－care＂business．＂ ently played a key role，thus giving further substance to recent charges leveled by Mauhattan Councilman－a Large Robert $F$ ．Wagner Jr．against the city＇s leasing program in general
The most impoitt
The most impoitant，and particularly contemptihle，
common denominator in nursing－home and the day－care profiteering，however，is its reliance on a largely voice less and helpless clientele．It is obviously easy，bowever shameful，to exploit the very old and the very young． genarians ought therefore to he viewed as a particult callous crime and punished accordingly－not with the appaling judicial slap－oo－thewrist that ignored the
human suffering caused by the nursing－home profiteers． Sacb of these disclosures，moreover，underscores th ceed for more bonest answers to the basic questions： for profit？And if so，what watchdog provisions must be devised which，without creating an excessively costly
bureaucracy，will protect the children，the aged and th poor from grasping hands and scheming aged and the

## After Belle

Hurricane Belle has jeft its costly tracks across wide area of New York，New Jersey and Connecticut， but the region has been fortunate in weathering the
storm without the extensive loss of life its early fury storm without
had threatened．
Luck，however，does not deserve all the credit for the avoidance of human casualties，agencies responsihle for early warnings and preventive measures appear to have performed，with common senise and，smooth orgainzation
Local officials of the Nalloinal weather Service did their best to alert municipal police，fire，Civil Defens and Red Cross authorities who，in turn，managed the evacuation of exposed coastal areas and islands．Such precautionary steps are not always kindy received by those who are temporarily dislodged．There is a tempta
tion to ridicule or even to carp at the authorities respon sible for those disruptive measures once the emergency bas passed and damage proves to be less than anticipoted All this makes it even more important to back up the authorities＇sound precautions，if for no other．reason than to prevent relaxation of watchfulness in the future Indeed，any criticism in．Belle＇s aftermath should be
aimed at those few who foolhardily refused to heed aimed at those few who foothardily refused to heed
evacuation appeals in potentially dangerous locations． Holding out under such circumstances is no sign o bravery；it unnecessarily adds
charged with the public safety．

Letters to the Editor

Leadership in a Nuclear World


 running mate．and that he should be
layiog down the conditions under
which the nation＇s second highest job
will he acceptable to him． Brisou Schwartz
Bronx，Aug．4，1976 Applause for A．Veto To the Editor：
ow must aplaud Governor carrey
for his courage in protecting the con－
sumer by vetoing a bllt，recently sumer by vetoing a bill，recently
passed hy hye Now York State Legls．
lature，which would have lowered the lature which would have lowered the
fines against corporate violators found
guilty of and convicted for guilty of
weighting．
The law．has been firmly extablished
by uranimous Court of Appeals
deçision that a corporation is subject decision that a corporation is sppeals
 vetoed bill would bave lowered such
fine to a maximum of $\$ 200$ for a first
violation and no
 con

Courting John Connally
To the Editor．
It is understandable for an armchair
strategist os say that tresideot Nixon
should have burned the tapes and strategist to say that Presideot Nixon
should have burned the tapes and that
had be done so he would still be had be done so he would still be
President．It it iless understandable
that a public man close to the Presi－
dent should have recommended such
a course and msde puhlic bis recom－

Family Planning in Developing Countries

To the Editor
Russell $w$.

In a recent research project carried
out under my direction in the viliages of Indonesa and Nepal，it has been
found that the children are of great ecound that the children are of great
as contributuers of their parer and bath as old－ as contributors of labor and as old－
agese secrurity A few other recent tuduies
conducted in the nural areas of Asian ges securrity．A few other recent studies
conducted in the rural areas of Asian
and Artican countries have clearly
and African countries have clearly
shown that the parents＇desire for
children is still considerahly influeoced


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The Nein York Timees

The NewYorkTimes Company









Trusting the Gex

## I the Editor：

I am one of the＂youn


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irelevant expedient obfit trelevant，expedient ob
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expelled from Germany
 early exit makes it easie
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wise to let my defesise


> Ayn Rand $F$ To the Editor:

Ma a letter in yoir is
a Mr．Patrick Gunkel 4. and my works to imply．：
bis leas＇，which are the of mines，Fori the record， the folliowing：
Neither I no Neither I Int＂Atias $s$
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viember of Congresss 23d

to the $E_{d i t y}$
he U.S. ust Fish Cut Bait



By Carl Sagan PASADENA, Calif.-We have landed oo Mars. An aspiration which must be far older than hyman history has been
fulfiled. And yet, in a development which would have, in a dartied our oupment remete ancestors, it is not ourselves who have landed but rather an exquisitely instru-
mented, self-repairing, obedient and menteligent seli-repaining, otedient and human ingenuity.
The surccess of the Viking.I Ortiter/ Lander combination has beea spectac-
ylar We heve already learned more
trom Viling than from Viking than from all previous
Mars fly-bys and orbiters. For the first time nitrogen and argoo have been detected in the Martian atandospbere.
Nitrogen is the last remaining physical prerequisite for a Martian biology built

## Irresponsible Selection Of Our Leaders



By William Loeb MANCHESEER, N. H-By oow there Is no mystery as to the reasons for
former Gov. fimmy. Carter's success in achieving the Dernocratic sucerss
in nomination, or 1 ormer Gov. Ronald
Reagan's surprisingy strong challenge to President Ford.
In boir cases, the voters expressed their intense distaste of the Washington
Estabitishmeot and their desiperate desire for candidates who have had no previous connection with whiat most
voters bave cone to regard as the voters. bave come to regard as the
polltioal cesspool on the Potomac. $\therefore$ It would be a great mistake if the politicians of both parties, Iulied into overconfidence. . by the long-standing
apathy of the voters, did not take this
evidence of totes. apainy of the voters,
evidence of lately a
dignation seriously.
It is apparent that at loyg last the $\therefore$ It is apparent that at lorg last the
voters opprions politicat hues and
orientationis have come to the connorientationia have come to the con-
clasion that it is not within the powerciasion tha
of the Federal Government to poolve
all oir purble all oúr problems, ov manter bow solue
money is taken from the taippayers money is taken trom the
The voters ary at the moment, in a. mood of much rncertainty. Thes revelations of the receent csannals
eximatiting from the coriorite end of evianiatitig trom the cofiporate end of
society have not increased their consociety have not increased teeir con-
fideence in the busines ciomuinty We
have a inood where. the voters could fade a mood where. the voters. Could
hie about to make ill-advised decisions, besed on thair frustrations, rather than on facts.
There is for instance in the carter
support, a large lement of verresonFew voters who support Carter can tell yon what he staids for. Rather than examine his recond or bis capacity for leadership and sound executive
action, they are. inyolved in a swell of enotionalism, based on their belief that he is an honest man-and not
corrupted by the Washington Estabcortupted They believe he will somehow hring them love and satisfaction and an issuance from t
lems which beser them lems which beser them

- There is a soinewhat simimarattitade affecting the Reagan followers. They,
too, seek a quick and easy solution to the probiems' facing thy sotation.
Their suppoat is' also given on this Their support is' also given on this
basis of the candifdate's personality rather than issuess.
: In a way this attitude townerd Carter
and Reagan is meretiy an intensifici-
tion of the appareoty lontestanding tion of the appareoty longstanding
feeling of the voters that it is persooality which counts and oot the
record of the candidate or his capacity record ot ine canidate or his capacity
to turn in a god performanice as
President President Issues seem to pliy a a small
part in these voters' deeisions. This atitude may result in part.
from the failure of the candidates to
make the issues clear. Yet it seems make the issures of clueat. candidites to
moems
more inely to result, especially since more iikely to result, especially since
the atvent of television, from the fact thata a premium is put on chan. the
of the candidate or his of the candidate or his lack of it. Presumabty the Founding Fathers
had to saixince so much to achieve
the right to select the the right to select the peoplow who were
to govern tbat they assumed to govern tbat they assumed the
voters would automaticaly appreciate voters would automaticaly appreciate
that sacrifice and take the evection
of those wio would lead oir nita of those who would lead our nation
seriously. seriously.
Tnotead
 for their right to vore such syocrifices
seem to seem to appreciate it A large per
centage of the populace never even
bothers to vote, etither tin the bothene tof vote, popultace never even
or in the primal elections. In addition a Iarige those who do go to the poonts sseenm to cast their vote aboint as thoushout
fuilly as if they were votur for the most $p$ co
class.
It is this type of irrespooside voting which has caused the quality or our
nationas, state: and local political leadership to consistentyy deteriticate
over the last thre or four decatas. Thus the Thus the questioo facing the nation by such careless methods ever be of such a quality that they can properly
lead the intricate society of the lead - the in
Does not this almost hysterical irrespos notibiity of the vosters atticaly the basic principles of frie govern:
ment and the free-enterprise system? ment and the freeenterprise system?
Doos not the voter attitide set the
stage for voting inito the prote thise staes not vor voter attitude set the
a digitator, either of the white Hoinee a dictatar, either of the left or the
right disguissd by the word 'Presiright,
As unsolved problems pile up, is this
nation oow oo the brink of such an uiplegsant experience?

William Loeb is publisher of The New Hampshire Sunday News..


EFHutton combines professionalism and strength in the two majofreas of tax-exempt financings: First, each member of our Pubmajofreaso tax-exempt financings:First, each member of our Pub-
lic:FinanceGroup is experienced in he held and has demonstrated his ability to formulate sound financings: Secondly, EF. Hutton hasdemonstrated an outstanding ability to distribute large amounts of securities. Our specially trained Debt Coordinators and Account Executives located in our 151 offices are supported by elieven -municipal departments and service centers.

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For more infiomation about.our Public Finance Group, please write to Box 444 , New. York, NY 10004 for our Annual Report

## When EFHutton talks,

## I <br> 




#### Abstract

Carbon dioxide is the major constituent of the atmosphere wrater is vavaliable in rast In vast quantities in the ices and minewash in sunlight, The me microblology experiments are just beginning ard experiments are just besinning, and have arteady provdided taotalizing results whicb, at the very least, have profound implitations for the early history of life on our planet. But bers as with mucb of viking we are bern in the earliest phases of The argoo in the Martian atmos pbere is a kiod of marker of an earlier, more celement, envirommeot. For argon is an unusual gas. It is to for heary to escape from the Martian graxty ioto escape from the Martian gravity ioto space, it is too umreactive to combine space, it is too umreactive to combine chemcally with the Martian crust, and ts frezzing point is Its freezing point is too low for it to coodense out at the Martian poles. IE Mars ever bad a mucti denser atmo-


ricicked away into space or combined tian etmosphere is too thin for water
with the rocks or frozen out at the
to remain liquid on the planetary surlith the rocks or rozzen out at the to remain niguld on the planetary sur-
cold potes. But argon teods to avoid fare. The denser early atmospbere these things. The gresence of a small would have permilted the rivers to
percentage of arroo in the Martian flow 00 Mars. We are accumulatiog theosphere points to a denser atimo phere is early Mars. Such an atmogreat slouous channels of drand the didso clearly by photography from the features is They seem clearly to have been proThuy seem clearty th have been pro-
duced by .unning water, and some of
them by raidall. Yet the preseot Mar-
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dawn could be examined at close
range before sundowo: ange before sundowo.
A Viking Rover makes enormous
geological aod biological sense. It is practical and. .relatively inenspensive.
And it is the natural next step in And it is the natural next step in the
long history of human exploration which has beeo in part responsible for
our being wbo we are. our being wbo we are.
Corl Sagan, professor of astronomy
ond space sciences and director of ond space sciences and director of the Laboratory for Planetary Studies, at
Comell University, is with the Mars he. Greak. people stroogb
relations and friendshi ed States." Nevertheless, tates manifestations grem. is conviction is finned neots in the popiuar st the colonels or against andings in Cypros.
 I which cut Grieek gii
ota took ovier ind that aiso got advance intima-
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orces; : Greece had withidrawn it received no bicking this move is not consild. able by Mr caramanist ne not are not were simply taxced to re is every tiding. cona egean bomb can be deece is preparedito Te examis. es base accord: support is forthe ebeate, Amierica cậ: kiss all that. is it too mivich to :ks to postpone a poasibly
photos reveal. The scene has a kind of bauntinn, familiarty. Some of of the
rocks are shaped rather peculiarly and the sky is pink; even at oooni; even so, the landscape has a recognizably ter-
restrial aspect. The possibility of tor even large forne of ilfe, is by no
means out of the quastion. When we view the landscape in stereo we see a
succession of gently rolling hills, dissuccession of gently rolling hills, dis-
trant emivences and palateaus, and-
ocasionaly occasionally, wheo the landscape dips
down near. the borizon-the breath down near. the horizon- the b
taking vista of a distant valley. And that is the frustratloo of Viking. is very heterogeneous. Its surface area
is copparabe to the land area of the
earth But Viking it earth. But Viking is immotie. It can-
oot even refire its retro-rockets to hop ot even refre iss retro-rockets to hop
a meteror two, much less veoture into
that beckoning valley. What Viking
needs is owels needs is wheel.
The success of himan beings as: a
species is lue in large part to our in-
telligence our
 our curiosity, and our passion for ex-
pploration. But the physical exploration
of the ploration. But the physical exploration
of the surface of the Earth is a chapter
diawing to a a close. For the pacticial drawing to a close. For the practical
insights which they offer as alteriative insights which they offer as alteriative
examples of planetary evolution, and
for the satisfaction of opr despat for the satisfaction of our deepest ex-
ploratory instincts, the.planets beckoo. There exist on the Earth at this
momeot the major components of a third Viking spacecraft similar io all
essential respects to the two orbiter/ essential respects to the two Orbiter/
Lander combinations now at Mars. For about onethird the cost of the
present mission these components could be assembled, mounted on onents tra-
tor treads sand launched to Mars, poscor treads and launched to Nars, pos-
sibly id 1979 but certainly sibly io 1979 but certainly by 1981.
Such a Viking Rover could be set down in a relatively safe place oo Mars and
wander to more wander to more dangerous and more
Interesting places. over the course of interesting places, over the course of
its 1 ifetime it could travel many' bundreds of miles. Every day there would
be oemw Martian vistas radioed back
to Earth to Earth by the Revers radioed back
could easily travel to its own horizon within a few hours. The enigmiatic
formation on the skylioe viewed et

## Highly Toxic Chemical Is Being Tested <br> In Mysterious Disease in Pennsylvania



Congress Backs U．S Lid
In Swine：Flu Vaccine L

Harrises＇Defense Cites Jury Actions， But Judge Rejects Plea for a Mistrial















 Jury Not Tainted







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Hearing Ends
Trial







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Big savings to every Delta city，including these．


# Cht divu Horkeimes 

## New Policy Arises In．Insurance Field： Readable Language

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 bove：the English usually found in insurance policies．Top：an attempt to make the meaning plain．


By ISRAEL SHENEER
Insurance policies may be balm for the afflicted，
uut they are murder on the English language
 linguistic mayhem as wiih other catastrophes．some
companits are now adop iting the pooticy of simple
Words and plain meaning．If the trend persists．the words and plain meaning．If the trend persists，the
landuage may even revive or at least witch a little
before intermeot Aena Life and Casualty，which earlier this year
slimmed its honeowner policy by to percent，has
just produced a v．l．P．（Valuable items Policyl form uss produced a V．I．P．（Valuable items Policy（form
har is 3 svelte shadow，of its verbose items policy of




The Notionside Mutual nsurance company has





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News Summary and Index ${ }_{0}$ Stadents


The Major Events of the Day

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ates．to face possibe court martial for
allegenly atterating to subvert the cadet allegenly atterapting to ovubvert the cedet expulsion for violators．［1：7．］
Hurricane Belle biew into history over
New．England leaving less property ömage In the New York metropolitan reagion than had been expected．It appeared to bave
spared buman lives，in large measure be－
cause bundreds of thousands left castal comimunities．A A Log Lhousands left coastal woman killed
by a talling tree was the only death directly Hue to the hurricane in the areath whirectle lin
Huntingtoni $V \mathrm{~V}$ ，a woman and ber seven Huntington；VL， 2 woman and ber
year－old son were drowned［1：8．］


The Other News
International

Quotation of the Day


Press dipute arises over Gallo
ads． Industry and Labor
U．M．W．leadersbip rebuffed on wildcat strike．Page
Education and Welfare Black＇s gains in ．eduralit
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Health and Science Health and Science
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## nquiry． Amusements and the $A$

## Autobiography of Getty Previewed．

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 Complaints slow from
of Nice bank theft汤点 gag procedures．Page 42

THE NEW YORK TIMES, WEDNESDAY, AUGUST 11," 1976
James D.Cunningham, 76,Dies; EDWARD OBRENN,
Former Lawyerand F.C.C.Aide PUBLCITYMAN, 5,


Jerry Gray, 61, Band Leader Composer and Arranger, Dies



| RBPITH AYINMG PLIOTNTHB <br> Experiences in Wor $\left\{\begin{array}{l}\text { Kreceded Why } \\ \text { Keith Ayling, a }\end{array}\right.$ Force homber pitot lyst in Winta War pooks, died Monday was 77.years old. in Baidwin In was an |  |
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| He was a United States Army | oved to London and open | world," and dismissed criticism for |
| Ster sergeant during worla | he established a textile venture | of the plare as "stupid" if Fmeral Home, Merrick Road |
| War II and was recalled do ac- | in Philadelphia, then turned his | Ayling books p |
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CHARLES PETERSON,



Re was eadere of the orenesTra et ine venedian Room of

 vid TAS JAZZ MUSICIAN FOR LORD THO FISO





## Whdely Varied Career

## In a widely varied musical career, Mr. Gray ted orchestra. a jazz band, whice



Britons Defer Voyage To U.S. in Leather Boat



10 (AP)-The Iceland, Aug. prove that an Irisb strying dis
covered Americ ha was postponina his vo

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Dr. L.I. von Micsky, a Developer Of Ultrasonic Diagnostic Tools

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 Children＇s Museum Given Three Grants

Poverer，space，time，love and a visitor


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＂An exceptionally winning，wittily detailed comedy．＂

## Cousin Cousine <br> 


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What price car are you looking for?
Low, middle, high? You'll find cars in every price range advertised in The New York Times Auto Escehange. See for yourself today. There's plenty to choose from. In fact, every week more'new and used car ads appear in The New Yonk Tinses thmin any other New York newspaper.



Kitty Carlisle Hart
To Be Arts Chief

## Kitty Carlisle Ey C. GErt, the hind ines

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$\$ 75,000,000$

## Transcontinental Gas Pipe Line Corporation

First Mortgage Pipe Line Bonds, 934\% Series due 1986

Price $99.50 \%$

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## 2,000,000 Shares

Transcontinental Gas Pipe Line Corporation
Cumulative Preferred Stock, \$2:50 Series
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## General Motors Acceptance Corporation

8.15\% Senior Subordinated Notes Due August 15, 1986

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Price 100\% and Accrued Interest

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## Expert judgment in municipal bonds.

Our municipal bond
portfolio planning kit
could save you thousends.
People who do not take the time to fully understand municipal
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All you have to do is compere your own situation to one of the municipal bond most suitable for you and why.
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See how we do things.

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Norfolk and Western
Railway Company
Equipment Trust, Series No. 3
8\% Equipment Trust Certificates
Non-Callable

Issued under the Philadelphia Plan with $20 \%$ original cash equity.
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...a brand-new national edition of Sports Illustrated that goes to just the top 2,200 zip code areas in the country (out of a total 36,000 U.S. zips)
SI SELECT zeroes in on a selective national slice of ST's top-of-the-market newsweekly audience, at a price attractive to marketers of quality goods, services and ideas. Ask your SI representative about it.

## Sports Illustrated

Sometimes she reads Harper's Bazaar or Variety orWomensWear Daily but she always reads
House Beautiful.

"House Beautiful reminded me that I actually had a house during the campaign. Afterwards? It will help me organize it.

Nancy Reagan
HOUSE BEAUTIFUL. Tine magzaineffrpopone whanavininesested

$\frac{\text { Advertising }}{\text { Everyone }}$

| by leonard sloane <br> As the temnis boom continues the number of cormpanies that want to capiraize on their association with the sport increases. And tennis promoters are on the lookout One of the <br> on the promotional courts is the NA Corporation, which recently announced its sponsorship of the United States Professional Indoor Tennis Professional Championships in Pbiladel: phia. INA, an insurance and financial services company. is based in Philadelphiahence the association. <br> In addition to pating up the entire $\$ 200,000$ prize money for the toumament held each yanuary. INA will spend an equal amount nn related activities. Included are a tennis film starring Rod Laver and a series of local and regional teanis competitions among its agents. <br> "It's a nice promotional opportunity to reacb an upscale er, a vice president If INA. "And it gives us cnmmunity |
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## Selling is an al

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 Prime Time:

1. Prime Time commercials are telecast during the hours that are more likely to attract a large family audience:
2. Prime Time can often deliver a large audience at a low CPM.
3. Prime Time can be bought in a way to match a product's demographic profile within a broad range.

4 Prime Time delivers an audience at a time when they may be more receptive to your message.
5. Prime Time gives your thirty- or sixty-second message the visual immediacy of television.

 for buying Prime Print:

1. Prime Print has 23 million adult readers plus 12 million 10-17 year olds. Better than two-thirds of them read National Geographic in their own homes!
2. Prime Print delivers an "in own home" adult readership of $16,160,000$ at an attractive $\$ 3.66$ CPM! That's lower than any major newsweekly.
3. Prime Print complements TV by reaching more of the people who watch TV less...people with higher incomes and educations.
4. Prime Print puts your message in an atmosphere of believability that is unsurpassed.
5. Prime Print gives you the lasting impression of the printed page. And since readers spend more time with National Geographic than do the readers of the major newsweeklies, chances are greater your ad will be seen more than once.


No other magazine is so ideally suited for reaching huge numbers of people with money to spend. National Geographic's U.S. edition circulation of $8,155,000$ is greater than Time and Newsweek combined.
Moreover our circulation is $100 \%$ by subscription at full price with a renewal rate of over $85 \%$...one of the highest in the magazine publishing field.

We could go on and on. But what we simply want you to know is that what Prime Time can do for your product, Prime Print can do with the lasting impression of the printed page. And to our way of looking at it, that's the big picture!



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THE NEW YORK TIMESS. WEDNESDIAY, AUGUST 11, 1976





 SECRETARIES



THE NEW YORK TIMES. WEDNESDAY. AUGUST 11., 1976



Believe it．
Trendex proves it
The bride－to－be flattens all marketing com－ ers．And destroys some cherished myths about who your best customer is．
The latest Trendex Survey shows：For product after product the bride－to－be is the mos efficient customer you can reach anywhere．

Look at the facts for television sets：October through December 1975，the rate of first－time marriage households＊who bought television sets was twice the purchase rate of total house－ holds．

In the same three months，the acquisition rate of air conditioners by：brides was 5 times that of total households．For refrigerators，it was almost 4 times．For sewing machines，over 5. Trendex tells the whole story．The same story fis for twenty－two product categories．It＇s the bride－ to－be who does the big buying－who＇s the most efficient customer you can reach anywhere．

And it makes perfect marketing sense．The
74．girl getting married for the first time has noth ing．Needs everything．That＇s why brides spend more in a shorter period of time than any other group measured by Trendex
筷：Let Trendex prove it to you．Yoù can＇t find a䜌：better customer anywhere．And you reach her ＊．in Modern Bride．The one magazine read by W．eight out of every ten girls passing through the s．bridal market．

## $\therefore$＂Brides who married ior the lirst time in 1975

 For more information on the latest rendex study mail．this coupo
0 ModernBride
If you＇re missing from Modern Bride，you＇re missing your most efficient market．




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